



PROGRAM NEWS

This newsletter is updated periodically and is downloadable from <http://www.healthyfamilies.ca.gov>

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February 2006

A publication providing information and items of interest to California Healthy Families and Medi-Cal Enrollment Entities, Certified Application Assistants, families, and participating health plans.

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If you have a story idea you would like to share or comments about this newsletter, please contact us.

EE/CAA Help Desk
1-800-279-5012

Email
hfnnewsletter@maximus.com

Website
<http://www.healthyfamilies.ca.gov>

2005 In Review

Healthy Families Program Achievements

The Healthy Families Program (HFP) grew and changed in many areas over the course of 2005. Enrollment hit a program-high peak, the program successfully completed two external audits in an effort to continuously improve, and the Enrollment Entity (EE) and Certified Application Assistant (CAA) reimbursement program was revived. Some of the many highlights from 2005 are listed below:

HFP becomes the first State Children's Health Insurance Program to achieve ISO 9001:2000 certification:

In June 2005, the California HFP became registered to the ISO 9001:2000 quality standard. The ISO 9001:2000 quality standards are internationally recognized and are focused on meeting customer expectations and requirements. Becoming registered involved having an accredited independent third party registrar (AQSR) conduct an on-site assessment of operations against the requirements of the standard. The assessment was conducted on May 10th through May 13th, 2005. Upon successful completion of that assessment, the HFP received a registration certificate that signifies its quality management system as being in compliance with the ISO 9001:2000

standard. According to Michael Lemberg, HFP Project Manager, "This achievement was the culmination of a year of preparation by the project's dedicated employees. This registration certifies and recognizes the hard work and commitment to quality of all who work on the project."

HFP experiences its first premium increase: One of the major projects completed during 2005 was the successful implementation of the premium increase that went into effect on July 1st. During the same time, HFP members were encouraged to request a premium re-evaluation to ensure that they were paying the lowest possible premium. Staff conducted 4,020 re-evaluations in May; 7,753 re-evaluations in June; 1,905 re-evaluations in July; and 1,066 re-evaluations in August. As a result of these re-evaluations, more than 5,500 families saw their premiums lowered.

Call Center Command: As a result of noticing many of the calls that came into the call center could be resolved quickly with immediate supervisor and eligibility attention, the Call Center Command was created. The "Triple C" as it is known, is a hub for escalated calls that staffs several call

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Quality Checks for EE/CAA Payments

When there is a new program created or re-implement, it is important to check the quality of the process to ensure it is flowing as expected. Currently, the HFP Programs Department is looking at all EE Payment denials from July 1, 2005, through December 31, 2005. The total number of denials through this time frame was 27,000. Staff has analyzed and made necessary corrections to 23,000 of the denials (4,000 are awaiting review). On a weekly basis, the HFP reviews denials for reimbursements from the prior week for accuracy.

When a denial is incorrect, staff correct the case manually and process to ensure payment to the EE. In other quality checks of the process, all ITPs are reviewed for accuracy by the Programs Department Director before signing, and the Quality Assurance Department monitors the data entry of CAA information onto applications and Annual Eligibility Reviews. At the end of each month, the Programs Department gathers data to prepare a reporting of all of the payment activities and quality checks.

What are Mislinks and How do They Happen?

Mislinks occur when Enrollment Entities (EEs) and their Certified Application Assistants (CAAs) are not correctly identified as working together. Based on data through December 31, 2005, there are approximately 1,000 mislinks between EEs and CAAs. This type of mislink could be caused by one or more of the following issues:

- 1) An unclear CAA number written on an HFP application.
- 2) An EE's "Add / Remove form" not received (which updates the EE profile to add additional CAAs to

their agency).

3) A keying error.

Currently, EE Payment Specialists are assigned to the top 200 EEs (based on the number of applications submitted). These Specialists are responsible for looking at each payment denial.

Since January 16, 2006, the Specialists have reviewed 100% of all reimbursement denials for the EEs.

In some instances, their analysis necessitates a manual override to correct an incorrect denial and issue a reimbursement.

Check your CAA Payment Online

For your convenience, the Healthy Families Program has created an easy-to-use online system to provide you with details on each of your application assistance payments. Payment Status Reports are available to all Enrollment Entities (EEs) on a monthly basis through the Health-e-App website. To set up an account on Health-e-App, contact the Health-e-App Help Desk at 1-866-861-3443.

Staff are available to assist Monday through Friday from 8:00 a.m. to 8:00 p.m. and Saturday 8:00 a.m. to 5:00 p.m. (excluding holidays). In order to receive a paper copy of the monthly reports, each EE is required to fill out and mail a report request form to: Healthy Families: EE/CAA Liaisons, 625 Coolidge Dr., Suite 100, Folsom, CA 95630. Forms are available

in the CAA Resources section of the Healthy Families website at www.healthyfamilies.ca.gov.

Access to the
Health-e-App Website
www.healtheapp.net
Health-e-App Help Desk
1-866-861-3443

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center supervisors as well as an eligibility specialist to make sure HFP members receive a quick and efficient resolution to their call.

Oracle Financials SAS 70 Audit:

HFP financial operations and systems personnel completed an Oracle Financials SAS 70 Audit. A SAS 70 audit is an audit of procedures and security protocols. This particular audit is important because it ensures that the data being requested is secure in both HFP and Access for Mothers and Infants (AIM) programs.

EE Reimbursement: After approximately two years, the Enrollment Entity (EE) Reimbursement Program was re-implemented in July 2005. As a result, registered CAAs receive \$50 for a complete joint application, and \$25

for a successful Annual Eligibility Review (AER). To prepare for this reinstated program, web-based training for Certified Application Assistants began in February 2005 and EEs were encouraged to register or renew with the HFP. More than 1,500 Enrollment Entities have registered or renewed since the program started again.

Notice of Correction

From time to time, the newsletter will print something that needs a correction. If you spot a mistake that should be addressed, please contact: hfnewsletter@maximus.com

Helpful EE/CAA Resources

Help Desk for EEs and CAAs

Healthy Families offers a help desk for Enrollment Entities and Certified Application Assistants who are interested in training or updating their registration information. The help desk also provides basic information regarding eligibility. If you wish to contact the EE/CAA Help Desk, please call 1-800-279-5012 between 8:30 a.m. and 5:00 p.m. or send an e-mail to ee-caalaison@maximus.com.

HFP Website -CAA Section

The CAA section of the HFP website contains important information and resources, including program changes, newsletter archives, Health-e-App information, the CAA reference manual, the CAA tutorial refresher, citizenship and immigration information, ITP forms, CAA

training, and EE reimbursement information. The CAA section of the HFP website can be accessed at: www.healthyfamilies.ca.gov/English/caa/caa_ee.html.

Health-e-App Website

This site is dedicated to helping California's Enrollment Entities, Certified Application Assistants, eligibility workers, and counties use Health-e-App, the online application for Healthy Families and Medi-Cal for Children. The site can be accessed at: www.dhs.ca.gov/health-e-App/.

Health-e-App Toll Free Line

For technical support with Health-e-App, call the Health-e-App Help Desk, toll-free line at 1-866-861-3443 between 8:00 a.m. to 8:00 p.m., Monday through Friday.

Need Supplies of HFP Enrollment and Marketing Materials?

Please access the order form through the Medi-Cal website at www.dhs.ca.gov/mcs/medi-calhome/HFApp.htm.

How do I place an order?

There are three ways that you can place an order for materials.

1. E-mail a request to MCPUBS@DHS.CA.GOV. Use subject line: HFP and Medi-Cal Materials.

2. Fax a request to 1-916-552-9478. Use subject line: HFP and Medi-Cal Materials.

3. Send a request via regular mail to HFP and Medi-Cal Materials
1501 Capitol Avenue, MS 4600
P.O. Box 942732
Sacramento, CA 94234-7320

When will I receive my order?

You will receive your enrollment and training materials in 5 to 7 working days. Marketing Materials may take up to 5 weeks to receive.

Who do I contact about my order?

Email to MCPUBS@DHS.CA.GOV.

The AER Process Explained

Every Healthy Families Program (HFP) member must successfully complete the Annual Eligibility Review (AER) process each year to continue their enrollment. The AER process is similar to the initial application process, but much simpler. The AER process is outlined below .

1 AER packets are mailed no later than 60 days before a member's anniversary date. The anniversary date is the one year anniversary of the day the child was enrolled in the HFP.

2 Members should complete the AER form they receive from the HFP, including all information required, and return the packet as soon as possible. This will allow time for returning additional clarification or missing information if necessary.

3 Completed return packets should include the AER form filled out and signed, current (within 45 days) income documents and current deduction documents, if applicable.

4 If a completed AER response is not received by the end of the anniversary month, the child(ren) will be disenrolled, so it is very important to respond in a timely manner. Should you have any questions about the AER process, please call 1-866-848-9166 and a customer service representative can provide additional information.

Call Coaching - A Better Team for Better Service

In conjunction with our goal of continually improving our customer service levels, the California Healthy Families Program implemented a new training module near the end of 2005. This training module is designed to bring Customer Service Representatives (CSRs) up to speed faster in order to provide better customer service to applicants and existing HFP members.

In this special training module, appropriately named "Call Coaching," Healthy Families Program CSRs are given rigorous and focused



training on special programs, customer service techniques, policies and procedures, phone etiquette, and more. During this training, the CSRs take live

calls under close supervision, with Supervisors near by to help in dispensing accurate and timely information to applicants. Both new and

established CSRs undergo this training as needed in order to better assist applicants and existing members. This new training module also assists

the Healthy Families CSRs by ensuring they stay current with any program changes and keep up with all the latest information so they can better assist with opening a case, repairing an account, paying a bill, or whatever else applicants may need!

The implementation of this new course has resulted in more productive, more confident, and happier Customer Service Representatives who go into the Call Center much better prepared and, consequently, maintain a higher customer satisfaction rate.

Open Enrollment 2006 An Opportunity to Change Health, Dental, or Vision Plans

Each year, the Healthy Families Program (HFP) offers members an opportunity to change health, dental, or vision plans. This is called “**Open Enrollment**.” The Open Enrollment period begins on **April 15 and ends May 31**.

With their February billing statement, members will receive notification of the upcoming Open Enrollment period. At the beginning of April, members will receive an official Open Enrollment packet. This packet will

include a list of the health, dental, and vision plans that the member can choose, as well as information to help with making those decisions. Some of this information includes a listing of all plans available, along with a plan comparison guide on different quality areas.

It is very important to notify the HFP if a member moves so that they receive their Open Enrollment packet. Members should inform the HFP of their new address by calling 1-888-439-4741.

Exciting Web-Based Training Updates:

Spanish CAA Web-based Training – This training is currently under final review and scheduled to go live this month.

Refresher Course for CAAs– This course, designed to provide up-to-date information on all the current HFP rules and processes, is scheduled to go live soon. Read future newsletters for updates in this area.

Training Module for Health Plan Staff – Requirements are being gathered for this exciting project that will provide a specialized training module designed specifically for health plan professionals.

Spotlight on an EE: Vista Community Clinic

Vista Community Clinic (VCC) is a non-profit organization that offers assistance to low income families in need of health insurance by providing assistance in preparing the applications for Healthy Families and Medi-Cal. The service is free of charge, but an appointment is required. Additionally, the following documents will be required for the application process: copy of the applicant's birth certificate, social security card, and proof of income. Proof of income examples include pay stubs for the most recent month, an employer's letter, or if self employed, a copy of IRS Form 1040.

Vista Community Clinic's Certified Application Assistors are all very knowledgeable and carry many years of health insurance experience with them. They were all application assistors for years before Healthcare Access Initiative was funded in 2004.

There is a CAA located at

each of the five VCC sites throughout Vista and Oceanside on a daily basis. VCC CAAs provide excellent customer service to their clients/patients, which makes them want to continue returning for assistance with their health insurance. VCC currently has the four CAAs on board to assist with Healthy Families applications. VCC's outreach worker distributes informational fliers at local super/mini-markets, apartment complexes, daycare centers, elementary schools, or anywhere that she can find children in the 0-5 years old age group.

For more information on the program, please contact the Project Coordinator, Rosie Rodriguez, at (760) 407-1220 ext. 126 or to schedule an appointment, please call our Retention Specialist, Dalila Ibañez, at (760) 407-1220 ext 127.

Contribute to the Healthy Families Program Newsletter

This newsletter is only as good and useful as the information we receive. If you have a story idea, correction, or concern about anything you read in this newsletter, please don't hesitate to contact us at:

hfnewsletter@maximus.com

Please try to keep story submissions brief and related to the California Healthy Families or Medi-Cal for Families Program(s).

Want a Quick Reimbursement?

The Healthy Families Program wants to make sure that we are able to process your reimbursement request as quickly as possible. To assist us with this, please ensure that the following information is clearly typed on each application (section 9 of the joint application and section 10 of the AER application): Enrollment Entity (EE) number; Certified Application Assistant (CAA) number; Applicant signature and date; and CAA signature and date.

If any of the above information is missing, it may cause a delay in the reimbursement to the EE. Information that is written illegibly could also cause denials in the processing of the payment request.

When is the Best Time to Call?

Applicants looking to receive the fastest access to the HFP Call Center (1-866-848-9166)

should try calling during non-peak times:

Good.....Weekdays after 11:00 a.m.

Better.....Weekdays after 6:00 p.m.

Best.....Saturdays 8:00 a.m. to 5:00 p.m.

The Call Center is open:

Monday through Friday from 8:00 a.m. to 8:00 p.m.

Saturday from 8:00 a.m. to 5:00 p.m.



Spotlight on Staff: 7-Year HFP Veteran

Vitaly Burlaka has been working with the Healthy Families program for seven years, working in just about every department over the years and learning a great deal about the program. Just recently promoted after serving as a supervisor in the HFP call center, Vitaly



plans is accurate and professional. According to Vitaly, "The Programs Department is a great group of knowledgeable people who work as a team to

ensure that children in the State of California have Healthy Families insurance coverage."

Vitaly was born in Ukraine

about 27 years ago. His family moved from Ukraine to the United States in 1990. Vitaly is married with two young sons, so he feels as if he can understand the importance of healthcare for children and the point of view of parents applying for the HFP.

Traveling, snow boarding, and hanging out with family and friends are among his favorite pastimes. He also enjoys playing beach volleyball and watching the Sacramento Kings basketball team. Vitaly's main goals in life are to "take care of my family and help people in need."

Important Reference Information

Must-Have Contact Numbers and Websites

Medi-Cal and Healthy Families (Single Point of Entry) Information Line

1-800-880-5305

Monday through Friday, 8:00 a.m. to 8:00 p.m.

Saturday, 8:00 a.m. to 5:00 p.m. (Closed Sunday)

Applicants may call this number to:

- Ask specific questions about joint mail-in applications
- Request an application or apply by phone
- Check the status of an application

Medi-Cal for Families and Healthy Families Outreach Information Line

1-888-747-1222 or email: HealthyFamilies@MAXIMUS.com

Monday through Friday, 8:00 a.m. to 8:00 p.m.

Saturday, 8:00 a.m. to 5:00 p.m. (Closed Sunday)

Anyone may call this number to:

- Ask general questions about the Medi-Cal and Healthy Families Programs
- Request an application
- Find a CAA in their area

Healthy Families Membership Line

1-866-848-9166 or email: HealthyFamilies@MAXIMUS.com

Monday through Friday, 8:00 a.m. to 8:00 p.m.

Saturday, 8:00 a.m. to 5:00 p.m. (Closed Sunday)

Healthy Families subscribers may call to:

- Ask questions about their Healthy Families coverage
- Report a change of address
- Report changes in family size
- Add a child to Healthy Families
- Register an AIM-linked infant

EE and CAA Help Desk Line

1-800-279-5012 or email: ee-caalialison@MAXIMUS.com

Monday through Friday, 8:30 a.m. and 5:00 p.m. (Closed weekends)

CAAs and others may call this number to:

- Find out about CAA training
- Update their registration information
- Ask basic questions regarding eligibility

Healthy Families Website

<http://www.healthyfamilies.ca.gov>

Anyone may use this website to:

- Research general questions about the Medi-Cal and Healthy Families Programs
- Download a copy of the joint application
- Find a CAA in their area

Health-e-App Help Desk

1-866-861-3443 or email: HFHeA@MAXIMUS.com

Monday through Friday, 8:00 a.m. to 8:00 p.m.

Saturday, 8:00 a.m. to 5:00 p.m. (Closed Sunday)

Health-e-App Users may call to:

- Establish accounts (EEs may do this)
- Ask questions about HeA
- Report any problems using HeA
- Reset expired passwords

Access for Infants and Mothers (AIM) Website

1-800-443-2611 or <http://www.aim.ca.gov>

Anyone may use this website to:

- Research general questions about the AIM Program
- Download a copy of the AIM application

Welcome New Certified Application Assistants!

Jessie Hernandez	Irene Arroyo	Susan Aguilar	Fabiola Deras
Maricela Bernal	Linda Flores	Lorena Ramos	Maritza Serrano
Alejandra Garcia	Elizabeth Calderon	Cynthia Saldana	Nancy Gonzalez
Teresa Garcia	Dick Chang	Eva Garcia	Sonia Alvarez
Kimanh Nguyen	Eduardo Lanzas	Maria Cervantes	Byra Alas
Cindy La	Jessica Smith	Brian Johnson	Veronica Garcia
Nora Jones	Maryellen Rehse	Jennifer Gonsalves	Katie Troxler
Evonne Martinez	Diana Lopez	Jennifer Hale	Blanca Leon
Nancy Luevanos	Maribel Martinez	Gabriela Ortiz	Kimberly Morrison
Leticia Ruvalcaba	Marilyn Rivera	Tina Dang	Mee Her
Corrina Reyes	Ana Henriquez	Mary Corum	Karina Valenzuela
Christina Sepulveda	Alejandra Camargo	Kareem Sassi	Tawnya Soden
Thuy Le	Liliana Dubon	Darlene Taque	Nancy Vang
Marlina Moya	Maribel Cervantes	Andrew Medina	Samantha Kotte
Edith Doe	Eva Pimentel	Cynthia Roa	Nalani Cobb
Annie Shin	Jacqueline Perez	Cynthia Kralj	Leticia Amador
Magdalena Cardenas	Gladys Moya	Tangela Gibson	Freddie Mendez
Nicole Hayes	Xochitl Morales	Zoila Rodriguez	Rocio Olea
Linda Bray	Isabel Benavidez	Irene Ceja	Glen Robles
Deborah Vasquez	Diana Sisowath	Rosa Cazares Polio	Martha Gonzalez
Kathie Dallas	Maria Guzman	Irma Ramirez	

Welcome New HFP Enrollment Entities!

Viday Salud Hispana	Lucia Yau D.M.D.	Pajaro Valley Unified School District
Jagdeep Singh Insurance Agency	All Liberty Insurance	Kwok-Fai Chu
Lance Howard Insurance Services	El Centrito De La Colonia	Chistopher's Angels
Safaeddin Jahanbani D.D.S	Karnavy Medical Group	
Verity Insurance Services	Western Medical Associates	
Oleg Skurskiy	East Main Street Insurance	
Peter Tan Medical	Waldemar Wenner MD	
Winnie Tsai	Fog City Insurance	
Timothy Bick	Khush Insurance and Tax Services	
Prac Management and Billing Services	Sun Cho	
	Lee Yong	